

Land Use Concepts *Summary*

January, 2012

Land Use Concepts Summary

This is an abbreviated version of the Envision Carlsbad Land Use Concepts Report. A full version of the Report can be found on the City of Carlsbad website at www.carlsbadca.gov/envision.

Overview and Common Characteristics

The land use concepts represent alternative strategies for accommodating projected population and employment growth, while reflecting the core values identified in the Carlsbad Community Vision. This report presents these concepts and their implications for the City of Carlsbad so that decision-makers can make informed choices when determining the location of future growth. It is likely that no single concept will find universal acceptance; rather, the best ideas from each of the three land use concepts will ultimately be combined to become a unified Preferred Plan.

Common Characteristics

The three concepts share several characteristics.

- 1. Creating Destinations.** Carlsbad residents have expressed the desire to have destinations that build on the prime location of the city adjacent to the ocean. In the Northwest Corridor (Focus Area 1), each of the concepts show mixed use in the Village and Barrio neighborhoods, describing continued investment to create a vibrant community where people can eat, shop, play and live. On the power plant site (Focus Area 1), each concept includes visitor serving commercial such as restaurants, hotels, and retail shops as well as open space and beach access.
- 2. Employment-Focused Development in Palomar Corridor.** The Palomar Corridor (Focus Area 7) is shown as an employment growth area under each concept. This area has excellent regional access and includes the McClellan-Palomar Airport. Although the dominant future uses here will be non-residential, residential uses are explored in two of the concepts.
- 3. Street Connectivity.** Although not shown in detail on the maps on the following pages, one of the major features of the land use concepts is improved street connectivity, particularly in terms of east-west connections. The concepts show potential streets that could enhance connectivity and facilitate circulation. Marron Road is extended, connecting Plaza Camino Real Commercial Corridor (Focus Area 2) with Quarry Creek (Focus Area 3). A connection is proposed for College Blvd through Sunny Creek Commercial (Focus Area 5) and Cannon Road is extended east north of Sunny Creek Commercial. Also proposed is the connection of Poinsettia Lane through Aviara (Focus Area 10). The street connections shown on the land use concepts are consistent with the existing General Plan, but the connections will need to be analyzed as part of the General Plan update.
- 4. Enhanced Bicycle and Pedestrian Connections.** Each of the concepts assumes improvements to pedestrian and bicycle pathways.
- 5. Open Space.** The concepts support the continuation of the open space and park planning efforts by the city. Any future development on opportunity sites located in areas adjacent to sensitive biological resources, such as lagoons and hillsides, must comply with the city’s HMP and open space regulations to ensure that habitats are preserved and open space is provided.
- 6. Preservation of Existing Neighborhoods.** Land uses in the majority of the city remain the same in all of the concepts. Most existing established neighborhoods will not see a land use or intensity change.

Land Use Classifications

In the concepts described in the following sections, envisioned development is depicted according to multi-colored general land use classifications. These land use classifications are generalized at this stage in the process, and will be refined in later stages. The matrix on the facing page compares land uses among the three different concepts.

LAND USE CLASSIFICATIONS FOR CONCEPT PLANS		
	GENERAL LAND USE	DESCRIPTION
	Very Low Density Residential	Detached single family dwellings on large lots.
	Low Density Residential	Detached single family dwellings on standard or smaller lots.
	Medium Density Residential	Could include attached or detached single family dwellings, duplexes, and townhouses.
	High Density Residential	Primarily attached dwellings from townhouses to stacked multi-family housing.
	Mixed Use	Variety of low-, medium-, and high-density residential, office and general commercial uses.
	Commercial	Retail uses, including regional and neighborhood shopping with clusters of street-front stores; also includes hotels.
	Industrial/Office	Clusters of office activities that generate high employment yield per acre and smaller-scale professional, medical and other support services. Also includes mix of manufacturing, production, warehousing, general service, storage and distribution activities.
	Campus	Public and private schools, libraries, and colleges.
	Commercial Recreation	Visitor attractions and commercial uses that serve travel and recreational needs such as recreation facilities, museums, and restaurants.
	Parks/Open Space	Open space, special resource areas, parks, and trails.

COMPARISON OF CONCEPTS				
#	FOCUS AREA	CONCEPT A – CENTERS	CONCEPT B – ACTIVE WATERFRONT	CONCEPT C – CORE FOCUS
	Overall Strategy	This concept focuses on having walkable neighborhoods where residents have access to retail, services, and jobs. Neighborhoods are focused on mixed use areas with supporting residential and commercial uses within a ½ mile radius.	This concept focuses on how to activate the waterfront area in order to create a destination that is accessible to the surrounding community.	This concept focuses on enhancing employment areas and integrating these with housing, through the location of commercial and residential uses near jobs.
1	Northwest Coastal	Mixed use in the Village will extend into residential uses in the Barrio, creating a connection between higher density residential and mixed use. The Power Plant area will have hotels/retail, and other visitor serving commercial. Village: Mixed Use Barrio: High and Medium Density Residential; Mixed Use; Parks/Open Space Power Plant: Commercial (hotels, retail/restaurants); Parks/Open Space	Mixed use in the Village, along with infill high and medium density development in Barrio. The Power Plant area will be an activity node with commercial, hotels, residential and open space. Village: Mixed Use Barrio: High and Medium Density Residential; Parks/Open Space Power Plant: Commercial and Mixed Use (hotels, retail/restaurant, residential); Parks/Open Space	The Power Plant will have hotel and visitor services with mixed use in the Village and residential in the Barrio. Village: Mixed Use Barrio: High and Medium Density Residential; Mixed Use; Parks/Open Space Power Plant: Commercial (hotel/visitor services); Parks/Open Space
2	Plaza Camino Real Commercial Corridor	Mixed Use; Commercial; Parks/Open Space	Mixed Use; Commercial; High Density Residential and Commercial east of El Camino Real; Parks/ Open Space	Mixed Use; Commercial; Parks/Open Space
3	Quarry Creek	Medium and High Density Residential; Campus; Parks/Open Space	Medium and High Density Residential; Parks/Open Space	Medium and High Density Residential; Parks/Open Space
4	Marja Acres	High Density Residential; Commercial along El Camino Real	Medium Density Residential; Commercial along El Camino Real	Medium Density Residential; Commercial along El Camino Real
5	Sunny Creek Commercial	Medium Density Residential; Commercial	Commercial	Commercial
6	Mandana	Very Low Density Residential	Very Low Density Residential	Very Low Density Residential
7	Palomar Corridor	Industrial/Office, with a new neighborhood at east end (High Density Residential); Mixed Use	Industrial/Office	Industrial/Office with intensified employment at higher intensities. New Mixed Use (commercial and residential) clusters are located outside of the Airport Safety Zone, adjacent to employment uses. Higher density residential and open space is located on the periphery. Uses: High Density Residential; Mixed Use; Commercial; Parks/Open Space
8	Southern Freeway Corridor	Commercial and High Density Residential uses around Poinsettia Station, with freeway oriented Commercial uses at Palomar freeway interchange. Industrial/ Office along Avenida Encinas.	High density residential to create more residential opportunities in area and support commercial and parks/open space activity in Area 9. Uses: High Density Residential; Commercial	Medium Density Residential
9	Ponto/Southern Waterfront	High Density Residential; Commercial; Parks/Open Space	A Waterfront Park/Promenade is envisioned along the coastline with activity nodes located along the waterfront which will be accessible to neighborhoods in Area 8. Uses: High Density Residential; Mixed Use; Commercial; Parks/Open Space	Mixed Use; Parks/Open Space
10	Aviara	High, Medium and Low Density Residential; Parks/Open Space	Low and Medium Density Residential; Parks/Open Space	Low and Medium Density Residential; Commercial Recreation; Parks/Open Space
11	South El Camino Real	Medium and High Density Residential; Commercial; Mixed Use	High Density Residential; Commercial	Mixed Use; Commercial

Concept A: Centers

The Centers Concept directs development to the Village and several new neighborhood centers. The centers are placed in strategic, visible locations along transit, and distributed to maximize accessibility from residential neighborhoods. Each center will include local shopping as a pedestrian-oriented focus for the surrounding neighborhood, accessible to local residents. High and medium density housing, in addition to new parks and open spaces, would surround the retail centers or be integrated in mixed-use buildings. Although some centers will be neighborhood oriented, others—such as the Village and the redeveloped Plaza Camino Real—would be citywide draws.

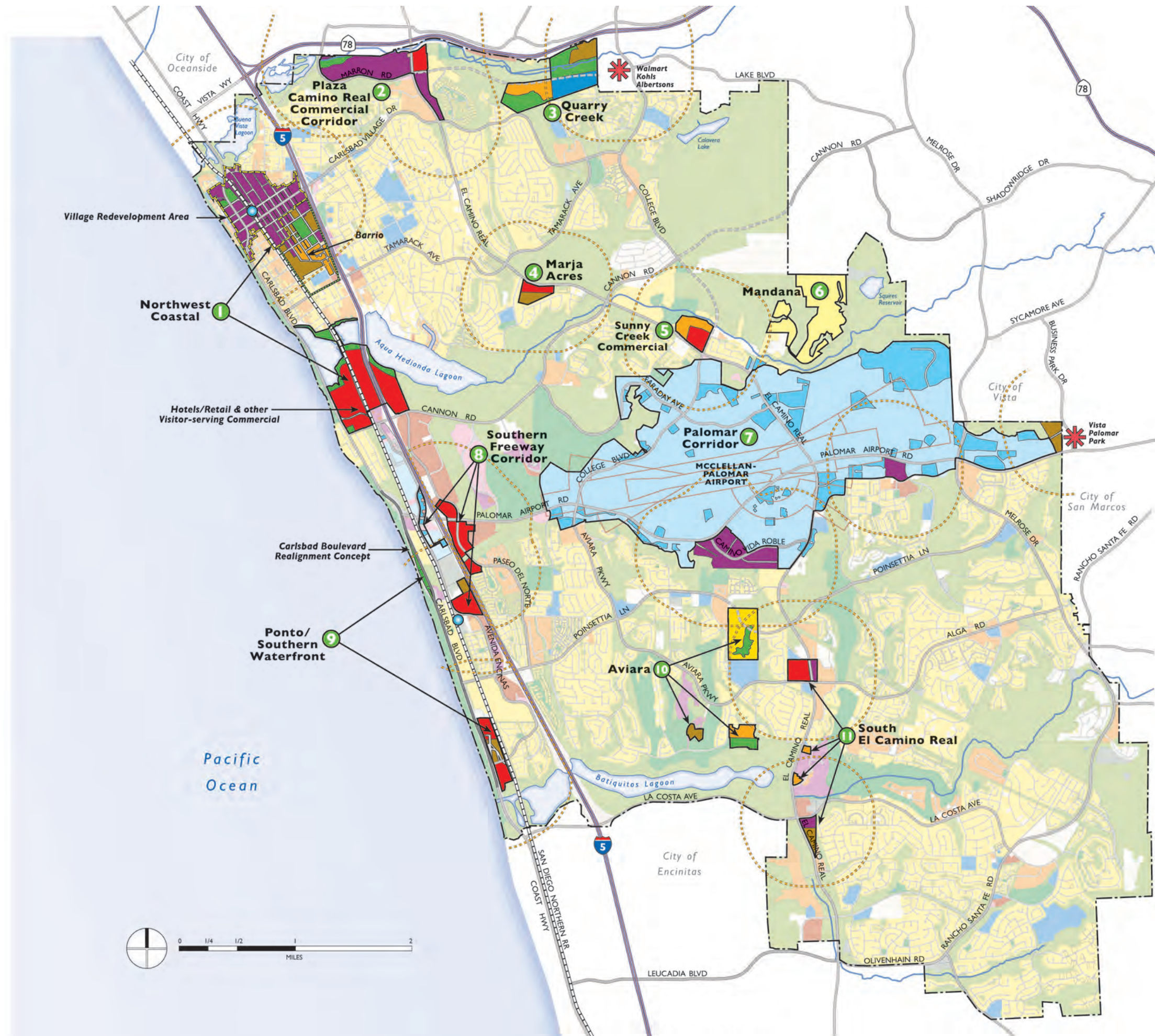
A significant majority of the city’s future housing needs will be accommodated in the centers, enabling people to live close to shops and services and along transit corridors. All centers will have transit access—bus or rail—and pedestrian connections between the centers and the surrounding neighborhoods will be improved to enhance walkability.

New centers will be located along El Camino Real, Palomar Airport Road and adjacent to the Poinsettia Coaster Station. Residential uses are located along the eastern city limits, in proximity to local shopping in adjacent cities. The Village and Barrio will see increases in housing and amenities, while the Power Plant will be redeveloped with hotels, retail, and other non-residential uses. This redevelopment will include enhanced beach and lagoon access as well as additional open space along the lagoon. Quarry Creek will include new housing as well as a new campus and ample open space.

The first table to the right presents a summary of reasonably anticipated new development from the opportunity sites in Concept A – Centers. The second table gives a detailed breakdown of new residential units by type.

CONCEPT A – CENTERS BUILDOUT SUMMARY						
	RESIDENTIAL (UNITS)	COMMERCIAL (SF)	INDUSTRIAL/ OFFICE (SF)	CAMPUS (SF)	HOTEL (ROOMS)	OPEN SPACE/ PARKS (ACRES)
Northwest	3,170	3,087,000	1,121,000	–	2,160	50.2
Northeast	1,260	451,000	3,307,000	316,000	–	68.8
Southwest	1,270	1,262,000	1,019,000	–	640	46.4
Southeast	430	248,000	673,000	–	–	–
Citywide Total	6,130	5,049,000	6,119,000	316,000	2,800	165.4
Existing to be Redeveloped	1,733	2,527,000	1,700,000	–	215	–
Net Increase	4,410	2,522,000	4,419,000	316,000	2,590	165.4
Notes:						
a. Numbers may not add up due to rounding.						
b. For residential units, net increase was calculated by quadrant, rounded, and then summed as shown in Table 5.2-1 and in detail in Table 5.2-5 in the full Report.						

CONCEPT A – CENTERS DETAILED NEW RESIDENTIAL BUILDOUT						
	VERY LOW DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	MIXED USE	TOTAL UNITS
Northwest	–	–	200	1,300	1,670	3,170
Northeast	130	–	290	760	80	1,260
Southwest	–	160	120	560	430	1,270
Southeast	–	–	50	230	150	430
Citywide Total	130	160	660	2,850	2,330	6,130



Concept A: Centers

Proposed Land Uses	
	Very Low Density Residential
	Low Density Residential
	Medium Density Residential
	High Density Residential
	Mixed Use
	Commercial
	Campus
	Industrial/Office
	Employment Intensification
	Park/Open Space

Existing Land Uses	
	Single Family Residential
	Multi-Family Residential
	Commercial
	Hotel, Motel, Resort
	Office
	Education/Institutional
	Industrial
	Agriculture
	Park/Recreation
	Open Space/Conservation
	Undeveloped

Commercial Center outside City Limits

Boundaries

- Focus Area
- City Limits
- Village Area Boundary
- Barrio Boundary
- Airport Safety Zones
- 1/2 Mile Radius (walking distance) from Commercial Center

Circulation

- Train Station
- Carlsbad Blvd Realignment Concept
- Major Road
- Planned Road
- Railroad

Concept B: Active Waterfront

The Active Waterfront Concept will place greater development along the waterfront, enabling residences, hotels, and other uses to be close to the ocean. Residents and visitors will enjoy waterfront dining, shopping, and lingering experience in clusters of restaurants, cafés, and smaller stores up and down the coast. The Power Plant will be developed with a mix of residential, hotel, and retail uses, with community-accessible open spaces along Agua Hedionda Lagoon. The redevelopment of the Power Plant site will result in enhanced access to the beach and lagoon and reinforce Carlsbad’s beach community character.

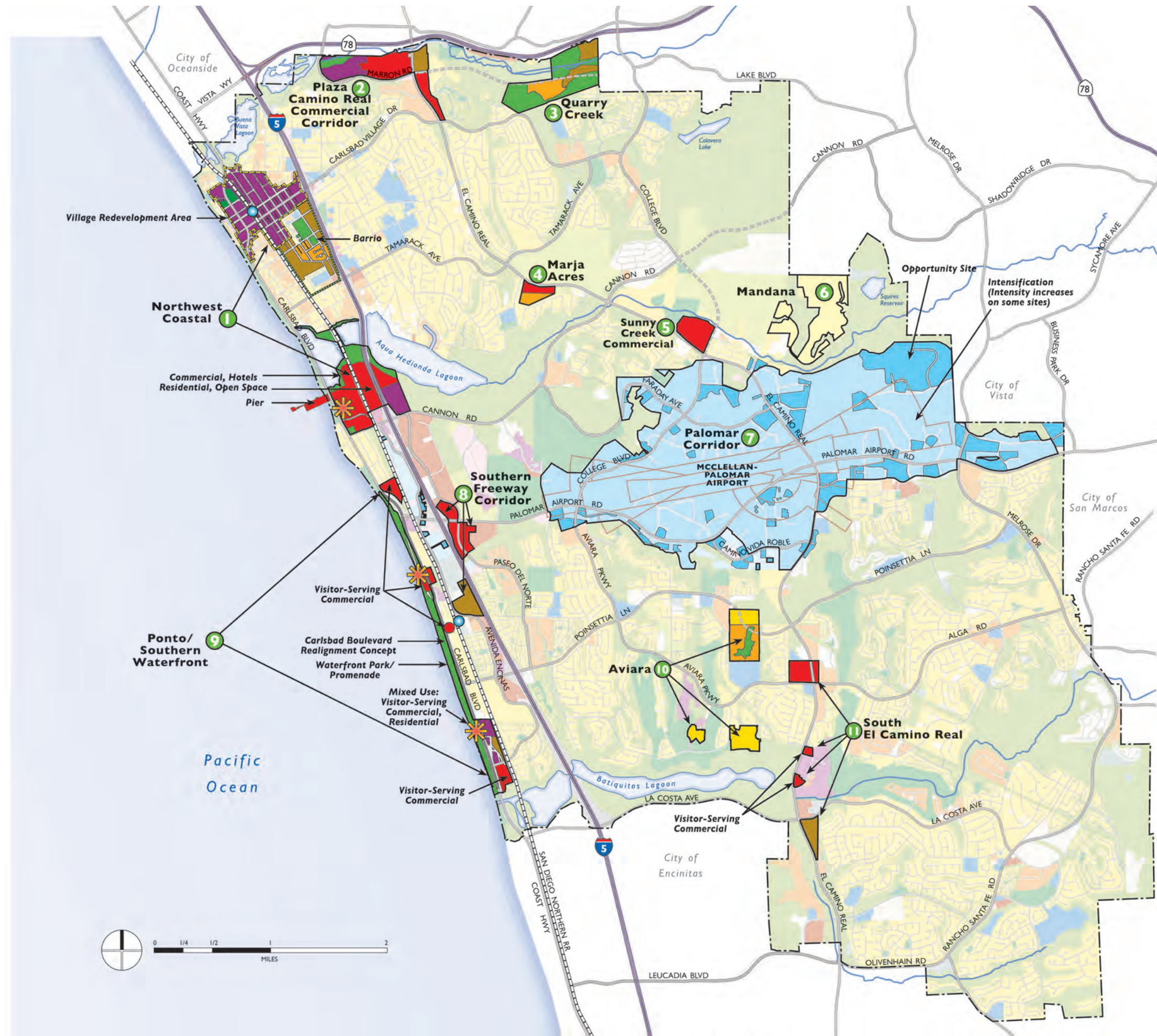
New development along the coast will enhance connections for existing neighborhoods to the east by providing access points and linkages to the beach. About half of the city’s new residential growth will be in the waterfront focus areas (Focus Areas 1, 8, and 9).

Plaza Camino Real Commercial Corridor will have a mix of uses, while Quarry Creek will have new residential uses. These focus areas will accommodate most of the other new residential growth and will locate residents near Carlsbad’s natural amenities such as lagoons and open spaces. Palomar Corridor will continue to contain only employment uses.

The first table to the right presents a summary of reasonably anticipated new development from the opportunity sites in Concept B – Active Waterfront. The second table gives a detailed breakdown of new residential units by type.

CONCEPT B – ACTIVE WATERFRONT BUILDOUT SUMMARY					
	RESIDENTIAL (UNITS)	COMMERCIAL (SF)	INDUSTRIAL/OFFICE (SF)	HOTEL (ROOMS)	OPEN SPACE/ PARKS (ACRES)
Northwest	3,040	2,939,000	1,049,000	1,960	57.1
Northeast	1,130	484,000	3,457,000	–	101.3
Southwest	1,390	575,000	878,000	610	91.3
Southeast	400	–	883,000	300	–
Citywide Total	5,960	3,998,000	6,267,000	2,870	249.7
Existing to be Redeveloped	1,613	2,527,000	1,333,000	215	–
Net Increase	4,360	1,471,000	4,934,000	2,660	249.7
Notes:					
a. Numbers may not add up due to rounding.					
b. For residential units, net increase was calculated by quadrant, rounded, and then summed as shown in Table 5.2-1 and in detail in Table 5.2-5 in the full Report.					

CONCEPT B – ACTIVE WATERFRONT DETAILED NEW RESIDENTIAL BUILDOUT						
	VERY LOW DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	MIXED USE	TOTAL UNITS
Northwest	–	–	250	1,310	1,490	3,040
Northeast	130	–	170	820	–	1,130
Southwest	–	160	320	840	70	1,390
Southeast	–	–	–	400	–	400
Citywide Total	130	160	740	3,380	1,560	5,960



Concept B: Active Waterfront

- Proposed Land Uses**
- Very Low Density Residential
 - Low Density Residential
 - Medium Density Residential
 - High Density Residential
 - Mixed Use
 - Commercial
 - Industrial/Office
 - Employment Intensification
 - Park/Open Space
 - Activity Center
- Existing Land Uses**
- Single Family Residential
 - Multi-Family Residential
 - Commercial
 - Hotel, Motel, Resort
 - Office
 - Education/Institutional
 - Industrial
 - Agriculture
 - Park/Recreation
 - Open Space/Conservation
 - Undeveloped
- Boundaries**
- Focus Area
 - City Limits
 - Village Area Boundary
 - Barrio Boundary
 - Airport Safety Zones
- Circulation**
- Train Station
 - Carlsbad Blvd Realignment Concept
 - Major Road
 - Planned Road
 - Railroad

Concept C: Core Focus

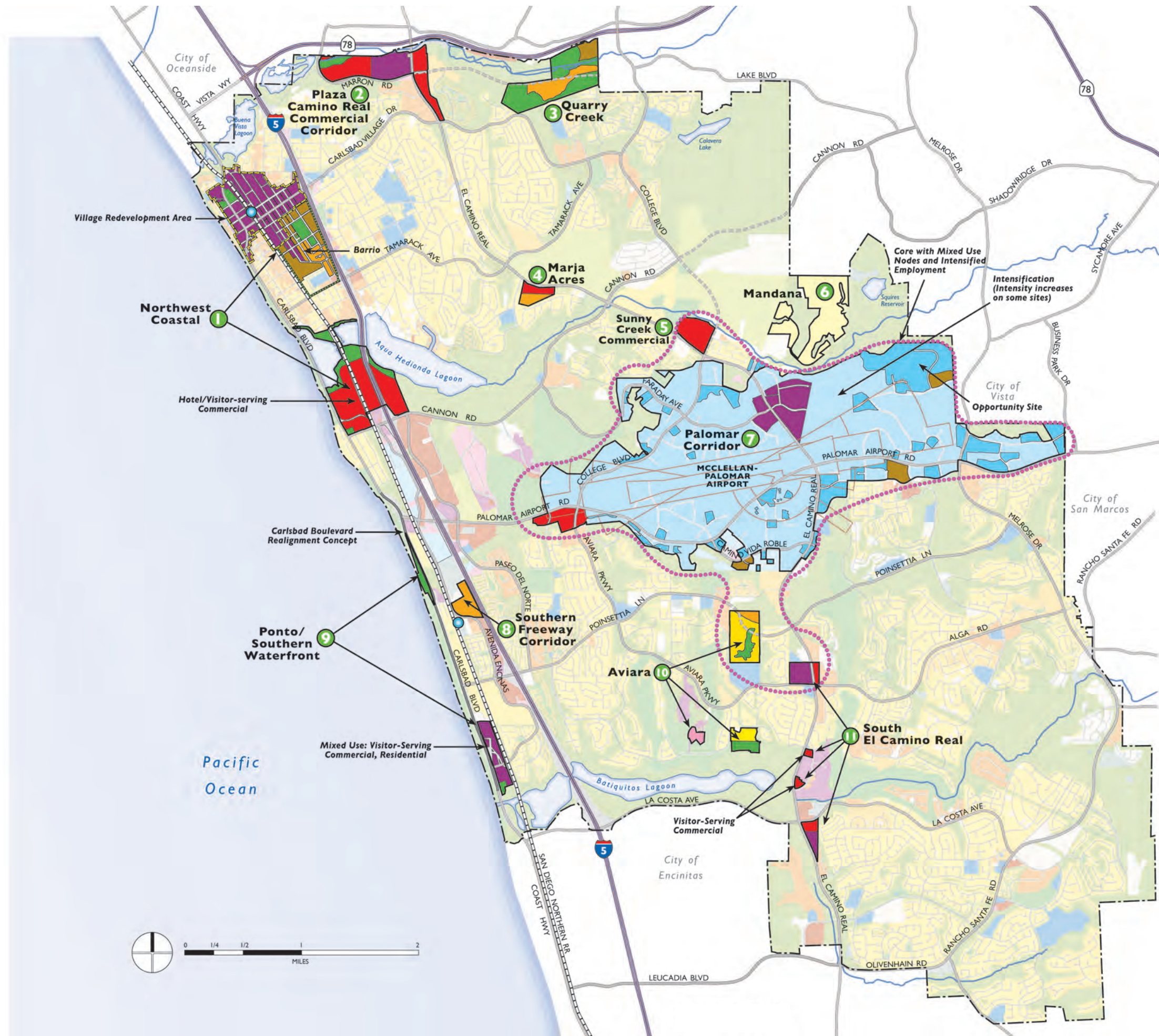
In this concept, new residential and commercial uses will be placed at strategic locations at the edges of Carlsbad’s employment core in the geographic center of the city—enabling workers to live close to jobs, and stores and restaurants to enjoy patronage from both residents and workers. Shuttles and enhanced bicycle and pedestrian paths would link residential and employment clusters. Although some sites currently envisioned for employment uses will be developed with residential and commercial uses, there remains enough area to accommodate office and industrial uses, ensuring enough capacity for continued employment growth.

Just over a third of the new housing growth will be in central Carlsbad, while the rest will be dispersed at different locations. The Power Plant and southern portion of Carlsbad Boulevard will primarily accommodate hotel and visitor-serving commercial uses and will provide access to the beach and lagoon for the community

The first table to the right presents a summary of reasonably anticipated new development from the opportunity sites in Concept C – Core Focus. The second table gives a detailed breakdown of new residential units by type.

CONCEPT C – CORE FOCUS BUILDOUT SUMMARY						
	RESIDENTIAL (UNITS)	COMMERCIAL (SF)	INDUSTRIAL/ OFFICE (SF)	COMMERCIAL RECREATION (SF)	HOTEL (ROOMS)	OPEN SPACE/ PARKS (ACRES)
Northwest	3,180	3,096,000	974,000	–	2,110	56.9
Northeast	1,290	901,000	3,163,000	–	270	101.3
Southwest	920	643,000	580,000	103,000	500	40.6
Southeast	500	281,000	674,000	–	–	–
Citywide Total	5,880	4,920,000	5,391,000	103,000	2,880	198.8
Existing to be Redeveloped	1,741	2,561,000	1,954,000	–	215	–
Net Increase	4,160	2,359,000	3,437,000	103,000	2,670	198.8
Notes:						
a. Numbers may not add up due to rounding.						
b. For residential units, net increase was calculated by quadrant, rounded, and then summed as shown in Table 5.2-1 and in detail in Table 5.2-5 in the full Report.						

CONCEPT C – CORE FOCUS DETAILED NEW RESIDENTIAL BUILDOUT						
	VERY LOW DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL	MEDIUM DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL	MIXED USE	TOTAL UNITS
Northwest	–	–	280	1,330	1,570	3,180
Northeast	130	–	260	550	360	1,290
Southwest	–	180	290	190	260	920
Southeast	–	–	–	450	40	500
Citywide Total	130	180	820	2,520	2,220	5,880



Citywide Buildout Summary

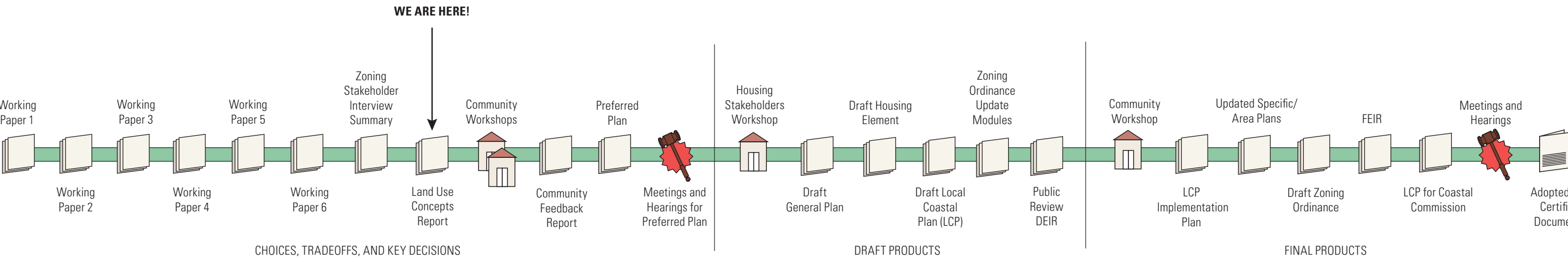
The table below shows the total housing units, population, and jobs reasonably anticipated at buildout. It also shows the new housing unit capacity in the city. The table below also incidcates the future jobs-housing balance, the condition in which a single community offers an equal supply of jobs and employed residents. In reality, even if there were to be a perfect balance, in- and out-commuting would still result as the match of education, skills, and interests is not always accommodated within the boundaries of one community. Carlsbad has more jobs than employed residents, reflecting the city’s stature as an employment center in North San Diego County, as well as housing that is more expensive than in inland communities. All three land use concepts will result in the city continuing with a slight surplus of jobs into the future, with the jobs/employed residents’ ratio varying from 1.2 to 1.3 between the concepts.

CITYWIDE BUILDOUT SUMMARY COMPARISON			
	CONCEPT A – CENTERS	CONCEPT B – ACTIVE WATERFRONT	CONCEPT C – CORE FOCUS
Citywide Total Housing Units at Buildout	48,888	48,838	48,638
Citywide Total Housing Units at Capacity	53,648	53,541	53,267
Citywide Total Population at Buildout	122,428	122,303	121,802
Citywide Total Jobs at Buildout	87,179	85,069	82,769
Employed Residents at Buildout	68,443	68,373	68,093
Jobs/Employed Residents	1.3	1.3	1.2

Next Steps

The land use concepts evaluation process relies heavily on public input. Two workshops will be held and an online survey will be available to provide opportunities for Carlsbad residents, businesses, and institutions to provide opinions on the concepts. The Envision Carlsbad Citizens’ Committee and decision-makers will also consider the concepts in upcoming meetings. Following feedback on the land use concepts, a Preferred Plan will be developed that will likely consist of the land use options found to be most desirable by the community, infused with new ideas generated during public discussions. The Preferred Plan will consist of several detailed plan components, including land use and circulation, which will be incorporated into the draft General Plan. The Work Program Summary graphic below shows a generalized program for this second part of the Envision Carlsbad process. A detailed work program may be found on the Envision Carlsbad website: www.carlsbadca.gov/envision

Work Program Summary



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